

Superdrug Stores Plc in Retailing (United Kingdom)

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Abstracts

Superdrug Stores Plc experienced a tough year in 2012 due to the retailers offering a large variety of products on promotion. This has had an impact on the company's profit performance. The company continues to invest heavily in the refurbishment of its existing outlets by offering additional in-store beauty services.

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Contents

Strategic Direction

Key Facts

Summary 1 Superdrug Stores Plc: Key Facts

Summary 2 Superdrug Stores Plc: Operational Indicators

Internet Strategy

Company Background

Private Label

Summary 3 Superdrug Stores Plc: Private Label Portfolio

Competitive Positioning

Summary 4 Superdrug Stores Plc: Competitive Position 2012

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